Online Clothing Shop Information System Using the Marketing Strategies

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Abstract—Shopping is the purchase of goods and services. One version of shopping is called window shopping, which is simply examining the goods without buying them. Shopping is considered a recreational activity of psychological interest. It involves selection, purchase, and display behaviour. The purpose of this system is automated and facilitated the whole process of shopping. Another objective of this system can support the user chooses the clothes staff picks the cloth and admin take them calculated, and the choice of clothes is provided to him. Finally this paper can learn marketing strategies and how to support marketing strategies for clothing shop.

Keywords—Online, Clothing, Shopping, Information System, Marketing strategies.

I. INTRODUCTION

Strategic marketing concerns the choice of policies aiming at improving the competitive position of the firm, taking account of challenges and opportunities proposed by the competitive environment.

The information system is the mechanism to ensure that information is available to the managers in the form they want it and when they need it. It is designed to support their work through providing relevant information for their decision-making. Computer systems can clearly aid organizations in the processing of data into accurate, well-presented, up-to-date and cost-effective information. Weather that information is also concise, relevant, timely and complete will depend largely on the capabilities of the people involved in its processing and selection.

Technology is a general term for the processes by which human beings fashion tools and machines to increase their control and understanding of the material environment. The term is derived from the Greek words techno, which refers to an art or craft, and logia, meaning an area of study; thus technology means, the study, or the science of crafting.

Information technology (IT) and computers can be viewed as tools enabling the rapid capture, manipulation, storage and communication of information. They may help the managers to administrate and control, to make decisions but not to lead. IT is a term that covers the hardware and software used for storing, processing or communicating information. It is through IT that companies can define, gather, store, manipulate, and communicate data to smooth the flow of information. Although the terms data and information tend to be used interchangeably, there is a real distinction between the two concepts.

Mainly this system is concerned with the classification of the clothes. However these shirts, blouses, skirt, trousers are taken care that which colour it is an which gender it supports and which size it is of and then it like this all clothes also managed in the particular area of the shop and administered by the staff of the store then the admin takes it care.

The main objective of this paper is developing application that describes clothing shop. Using this software, company can improve the efficiency of their service and more products. This is one of the applications to improve the marketing of the company’s product brands. Another purpose of this paper is to provide easy shopping facility and easy selling facility to the merchants of all categories.

The structure of this paper is prepared as follows; section 2 will present literature review of the system. In section 3, What is the marketing strategies and this strategies is necessary for shopping systems. And also describe Strategic Planning is a very complicated process that demands a systematic approach to identify and analyse factors external to the organization and matching them with the firm’s capabilities. Section 4 will present constraints of this system and section 5 will include the conclusions.

II. LITERATURE REVIEW

The information system is the mechanism to ensure that information is available to the managers in the form they want it and when they need it. It is designed to support their work through providing relevant information for their
decision-making. Computer systems can clearly aid organisations in the processing of data into accurate, well presented, up-to-date and cost-effective information. Weather that information is also concise, relevant, timely and complete will depend largely on the capabilities of the people involved in its processing and selection. [7]

Online shopping has become very popular to purchase all things without leaving your home, and it is a convenient way to buy things like electronic appliances, furniture, cosmetics, and many more. We can avoid the traffic and crowds. There is no particular time to buy things we can buy at any time instead of waiting for the store to open. Apart from all these advantages risks are involved and there are unique internet risks so it is very important to take some safety measures before you go for online shopping. [8]

Online shopping is the process consumers go through to purchase products or services over the internet. An online shop, Internet shop, web shop or online store evokes the physical analogy of buying products or services at a bricks-and-mortar retailer or in a shopping mall. It is an electronic commerce application used for business to business (B2B) or business to customer (B2C). As at 2005 Online Shopping has become well-established in major cities across much of North America, Western Europe, and certain East Asian countries like South Korea. However, Online Shopping is still emerging slowly in some industrialized countries, and is practically non-existent in many Third World countries. Online Shopping has unlimited potential for both developed and developing nations, offering lucrative profits in a highly unregulated environment.[9]

III. WHAT IS THE MARKETING STRATEGIES

Marketing strategy is a long-term, forward-looking approach to planning with the fundamental goal achieving a sustainable competitive advantage. Strategic planning involves an analysis of the company's strategic initial situation prior to the formulation, evaluation and selection of market-oriented competitive position that contributes to the company's goals and marketing objectives.

Strategic marketing, as a distinct field of study emerged in the 1970s, and built on strategic management that preceded it. Marketing strategy highlights the role of marketing as a link between the organization and its customers.

At its most basic level, strategic marketing addresses three deceptively simple questions: (1) Where are we now? (2) Where are we going? and (3) How are we going to get there? In attempting to answer these questions, strategic planners require sophisticated skills in both research and analysis. [1]

Marketing strategy involves mapping out the company's direction for the forthcoming planning period, whether that be three, five or ten years. It involves undertaking a 360° review of the firm and its operating environment with a view to identifying new business opportunities that the firm could potentially leverage for competitive advantage. Strategic planning may also reveal market threats that the firm may need to consider for long-term sustainability. [2]

Strategic planning makes no assumptions about the firm continuing to offer the same products to the same customers into the future. Instead, it is concerned with identifying the business opportunities that are likely to be successful and evaluates the firm's capacity to leverage such opportunities. It seeks to identify the strategic gap; that is the difference between where a firm is currently situated (the strategic reality or inadvertent strategy) and where it should be situated for sustainable, long-term growth (the strategic intent or deliberate strategy). [3]

Strategic planning seeks to address three deceptively simple questions, specifically:

- Where are we now? (Situation analysis)
- What business should we be in? (Vision and mission)
- How should we get there? (Strategies, plans, goals and objectives)

A fourth question may be added to the list, namely 'How do we know when we got there?' Due to increasing need for accountability, many marketing organizations use a variety of marketing metrics to track strategic performance, allowing for corrective action to be taken as required. On the surface, strategic planning seeks to address three simple questions, however, the research and analysis involved in strategic planning is very sophisticated and requires a great deal of skill and judgment. [4]

Strategic Planning is a very complicated process that demands a systematic approach to identify and analyze factors external to the organization and matching them with the firm’s capabilities. [5]

I. Features of Strategic plans

The following are some of the most important characteristics of strategic plans:

- They are long-term in nature and place an organization within its external environment.
- They are comprehensive and cover a wide range of organization activities.
They integrate guide and control organizational activities for the immediate and long-range future.

They set the boundaries for managerial decision making. Since strategic plans are the primary documents of an organization all managerial decisions are required to be consistent with its goals. Strategic plans, thus, set forth the long-term objectives, intermediate objectives and main purpose or the basic role of an organization.

2. Types of Strategic Alternatives

Most businesses today also develop strategies at two distinct levels. (a) Business-level strategy. (b) Corporate-level strategy.

(a) Business-level strategy

Business-level strategy is the set of strategic alternatives from which an organization chooses as it conducts business in a particular industry or market. Such alternatives help the organization to focus its efforts on each industry or market in a targeted fashion.

(b) Corporate-level strategy

The corporate-level strategy is the set of strategic alternatives from which an organization chooses as it manages its operations simultaneously across several industries and several markets. Companies today compete in a variety of industries and markets. So, as they develop business-level strategies for each industry or market, they also develop an overall strategy that helps define the mix of industries and markets that are of interest to the firm. These levels provide businesses a rich combination of strategic alternatives.

IV. CONSTRAINTS OF THE SYSTEM

- Analyzing popular brands in the market.
- Don’t take much of time on sales staff.
- Getting the right brands that people want to buy.
- Introduce our store by sending introductory letters
- Place adverts on community based newspapers, radio stations and TV stations.
- Advertise this clothing shop in own official website.
- Payment with cash, online bank transfer.

The system we are going to develop will give remedies for the problems that are currently facing by our customer. Shifting to our system can acquire advantages such as saving of time, man hours, and space wastage. The following table 1 shows the constraints of the system.

<table>
<thead>
<tr>
<th>Table 1. Constraints of the system</th>
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<tbody>
<tr>
<td><strong>Operating system</strong></td>
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<td><strong>Memory</strong></td>
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<td><strong>Language Requirement</strong></td>
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<td><strong>Budget Constraints</strong></td>
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<tr>
<td><strong>Implementation Constraints</strong></td>
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<td><strong>Reliability Requirements</strong></td>
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</tbody>
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V. THE SEQUENCE DIAGRAM OF THE SYSTEM

In figure 1 shows a sequence diagram of the system. A sequence diagram shows object interactions arranged in time sequence. It depicts the objects and classes involved in the scenario and the sequence of messages exchanged between the objects needed to carry out the functionality of the scenario. Sequence diagrams are typically associated with use case realizations in the Logical View of the system under development. Sequence diagrams are sometimes called event diagrams or event scenarios.
A sequence diagram shows, as parallel vertical lines (lifelines), different processes or objects that live simultaneously, and, as horizontal arrows, the messages exchanged between them, in the order in which they occur. This allows the specification of simple runtime scenarios in a graphical manner. [6]

![Sequence Diagram](image)

**Figure 1. The sequence diagram of system**

VI. CONCLUSIONS

This system makes a better shop than other by using above strategies. And we approach to customer to know about up to date clothes. The user chooses the clothes staff picks the cloth and admin take them calculated, and the choice of clothes is provided to him. Hence the system is working fine and giving the clothes working a smooth and classified edge. This system can give faster access and accurate information for customers. Customer will be satisfied on price of item that is cheaper than other. We are sure that our shop will be famous between all customers. This paper can learn marketing strategies and how to support marketing strategies for clothing shop. The marketing strategies are very useful for shopping system. This paper showed the interesting constraints of clothing shop.

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